

--- For Immediate Release ---

SALEM CHAMBER PUBLICATIONS EARN NATIONAL RECOGNITION

Salem, OR--Two Salem Area Chamber of Commerce publications, the monthly Business News and the annual Business and Community Directory, were recognized by the American Chamber of Commerce Executives (ACCE) with Awards for Communications Excellence (ACE). Over 1,000 chambers of commerce are represented by ACCE, and 250 entries from over 100 chambers of commerce from throughout the world were judged for the ACE program awards.

"This recognition is significant for the Salem Area Chamber of Commerce because it's the first time we submitted materials at the national level. We held our own with large organizations that enjoy access to major marketing and publishing resources," said Tracey Etzel, Business News Editor and Communications Manager. "It also affirms that we are in sync with our national leaders' mission for healthy communities by doing all we can to promote and sustain strong economies in the cities we serve.

"Congratulations to our partners in the production of these award-winning publications, Eagle Web Press (Business News) and Your Town Press (Business and Community Directory)," she continued. "Thank you, also, to our Chamber members who support the publications by advertising. That ad revenue is essential to keep the products thriving—it's the fuel that drives the engine."

ACCE will present the ACE program and other awards at its annual convention to be held in St. Louis, Missouri this summer. Kyle Sexton, Director of Member Services for the Salem Chamber, will attend the convention as a presenter. His workshops will include Membership Sales and Essentials, Breaking Down the Big Boxes, a Circle of Champions Best Practices in Sales and The One-Person Membership Department. He will also lead the convention's First-Timer Orientation. Kyle and Tracey oversee production of the Business and Community Directory.

The Business and Community Directory has been named the Best Business Directory in Oregon by the Oregon Chamber Executives (OCE) three times in the last five years. OCE named Business News the Best Chamber Newsletter in Oregon in 2003 and 2004.

The purpose of the Business and Community Directory is three-fold. The book lists chamber members' with their type of business and contact information; it serves as an annual report of the organization's activities, events and sponsors; and it profiles the community for industries and individuals seeking relocation information. 2,500 spiral bound books are printed and distributed to members and other contacts. 7,500 are printed in a lighter, magazine-style version for distribution in hotel and motel rooms and at visitor locales.

The Business News is the official newsletter of the Salem Chamber. 10,000 are printed and distributed monthly. It is direct-mailed to members and is available to the public at

local banks, G.I. Joe's, Salem Public Library, the Chemeketa Community College bookstore, at Salem area Roth's - Your Family Market, and in vending boxes in downtown Salem. Both publications can also be picked up at the Chamber office at 1110 Commercial St. NE in Salem. Business News is available by mailed subscription, as well. Information about the Salem Area Chamber of Commerce is available by calling 503-581-1466 or going online to www.salemchamber.org.

The Salem Area Chamber of Commerce is a privately funded business and professional membership organization voluntarily guided by business and community leaders. The organization has 1,275 members and provides advocacy, networking, leadership, and educational programs and resources for its members.

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